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SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH/EBAY P.O. BOX 2938 MINNEAPOLIS, MN 55402			POND, ROBERT M	
			ART UNIT	PAPER NUMBER
			3625	

DATE MAILED: 06/29/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

DETAILED ACTION

Response to Amendment

All pending claims (1-40) were examined in this final office action.

Response to Arguments

Pertaining to Rejection under 35 USC 102 in previous office action

Applicant's arguments filed 17 April 2006 have been fully considered but they are not persuasive. A user that selects a region-specific site and receives by the system the region-specific site web page demonstrates the system determined the site the user entered. The user having entered the region-specific site receives local content. Supporting documents Items U and V are provided for the Applicant to review and consider. Item U is the Yahoo.com main web page providing an active link to Yahoo! Auctions and active links to regional web sites in the United States (LA, New York, Chicago, etc.) and regional Yahoo.com sites outside the United States (e.g. Sweden, Spain, Italy). Item U shows that Yahoo! organizing its information by main categories, site specific categories, and sub-categories.

Business Wire (Item: V) is also provided as disclosing an auction web site modeled after eBay.com . Business Wire further discloses Inter-Connex's soon to be released version of Sell-IT which will allow users to specify language preference and see the screens in their native language, and further supporting

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multi-cultural bazaars in which buyers and sellers can communicate in their own tongue.

In light of the cited prior art disclosures under 35 USC 102 and 103, the claims remain overly broad. The Examiner is suggesting the Applicant consider a telephonic interview for further discussion.

Pertaining to Rejection under 35 USC 103 in previous office action

Applicant's arguments filed 17 April 2006 have been fully considered but they are not persuasive. Both Yahoo! and Well Fargo teach online sites providing listings in local currency to provide a customer convenience.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

3. Claims 1-7 and 25-30 are rejected under 35 USC 102(b) as being anticipated by Yahoo! (Paper #20041209, PTO-892, Item: V).

Yahoo! teaches all the limitations of Claims 1-7 and 25-30. For example, Yahoo! discloses Yahoo! launching three new European auction services for Italy, Spain, and Sweden. Yahoo! further discloses:

- Determining the site a user entered: Please note: a user that selects a region-specific site and receives by the system the region-specific site web page demonstrates the system determined the site the user entered. Local content provided (see at least page 2).
- Performing a search to locate an offering having a specified offering characteristic; specified by the user: users browsing; multiple categories; (please note examiner's interpretation: user's searching) (V: see at least page 2).
- Determining an availability of the offering in particular geographic region associated with the user: users can easily browse, buy, view or sell (please note examiner's interpretation: item available if place for sell or

user can buy it); specific geographic regions (V: see at least pages 1 and 2).

- Displaying information in a particular geographic region: central site www.yahoo.com displays auctions for particular geographic regions (e.g. Italy, Sweden) (V: see at least pages 1 and 2).
- Listing currency, languages; shipping region: global commerce site supports regions around the globe (please note examiner's interpretation: product purchased destined for a particular region is a shipping region); lists in local currencies, multiple languages (please note examiner's interpretation: user who speaks Italian accesses Italian site for native language) (V: see at least page 2).
- Parsing URLs: from single site URL (auctions.yahoo.com), users access one or more sites with unique URLs (it.auctions.yahoo.com; se.auctions.yahoo.com) (V: see at least page 2). The reference inherently discloses the structure that permits the parsing to be performed. URLs are parsed to access network addresses within network domains.
- Generating a markup language document: web-based commerce site (please note examiner's interpretation: using one of several industry standard markup languages (e.g. HTML)) (V: see at least pages 1 and 2).
- Generating offering categories in a particular order: generates categories Arts & Entertainment, Toys & Games, Antiques & Collectibles, Electronics

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& Cameras (please note examiner's interpretation: displayed in a particular order) (V: see at least page 2).

- Means for determining and displaying: electronic commerce site connected to user over the Internet using the World Wide Web (www) (U: see pages 1-3). The reference inherently discloses network computer processing means providing generating means, determining means, and displaying means.

Pertaining to system Claims 25-36

Rejection of Claims 25-36 is based on the same rationale as noted above.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. **Claims 7-12, 18-24, and 31-36 are rejected under 35 USC 103(a) as being unpatentable over Yahoo! (Paper #20041209, PTO-892, Item: V) in view of M2P (Paper #20051206, PTO-892, Item: U).**

Yahoo! teaches Yahoo! launching three new European auction services for Italy, Spain, and Sweden. Yahoo! further teaches:

- Determining the site a user entered: Please note: a user that selects a region-specific site and receives by the system the region-specific site web page demonstrates the system determined the site the user entered. Local content provided (see at least page 2).
- Performing a search to locate an offering having a specified offering characteristic; specified by the user: users browsing; multiple categories; (please note examiner's interpretation: user's searching) (V: see at least page 2).
- Determining an availability of the offering in particular geographic region associated with the user: users can easily browse, buy, view or sell (please note examiner's interpretation: item available if place for sell or user can buy it); specific geographic regions (V: see at least pages 1 and 2).
- Displaying information in a particular geographic region: central site www.yahoo.com displays auctions for particular geographic regions (e.g. Italy, Sweden) (V: see at least pages 1 and 2).
- Listing currency, languages; shipping region: global commerce site supports regions around the globe (please note examiner's interpretation: product purchased destined for a particular region is a shipping region); lists in local currencies, multiple languages (please note examiner's interpretation: user who speaks Italian accesses Italian site for native language) (V: see at least page 2).

- Parsing URLs: from single site URL (auctions.yahoo.com), users access one or more sites with unique URLs (it.auctions.yahoo.com; se.auctions.yahoo.com) (V: see at least page 2). The reference inherently discloses the structure that permits the parsing to be performed. URLs are parsed to access network addresses within network domains.
- Generating a markup language document: web-based commerce site (please note examiner's interpretation: using one of several industry standard markup languages (e.g. HTML)) (V: see at least pages 1 and 2).
- Generating offering categories in a particular order: generates categories Arts & Entertainment, Toys & Games, Antiques & Collectibles, Electronics & Cameras (please note examiner's interpretation: displayed in a particular order) (V: see at least page 2).
- Means for determining and displaying: electronic commerce site connected to user over the Internet using the World Wide Web (www) (U: see pages 1-3). The reference inherently discloses network computer processing means providing generating means, determining means, and displaying means.

Yahoo! teaches all the above as noted under the 103(a) rejection and further teaches the Yahoo! global commerce site supporting regions around the globe and listing in local currencies and multiple languages (V: see at least page 2), but does not disclose listing currency in conjunction with native currency to the user. M2P teaches Hewlett Packard's launching an electronic commerce site that

allows online customers to select and buy products in local currency and in Euros from a list of five local resellers. Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the method of Yahoo! to list currency in conjunction with a native currency for the user as taught by M2P, in order to provide a shopping convenience, and thereby attract native users to a region-specific service.

- 5. Claim 13 is rejected under 35 USC 103(a) as being unpatentable over Yahoo! (Paper #20041209, PTO-892, Item: V) and M2P (Paper #20051206, PTO-892, Item: U), as applied to claim 7, in view of Pollick (Paper #20041209, PTO-892, Item: VV).**

Yahoo! and M2P teach all the above as noted under the 103(a) rejection and teach transacting auctions globally via the Yahoo! electronic commerce site, but does not disclose fixed price transactions. Pollick teaches Yahoo! auctions and further teaches Zshops, a fixed-price alternative to auctions being implemented by Amazon as a customer service (VV: see at least page 5). Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the method of Yahoo! and M2P to implement fixed-pricing as a customer service as taught by Pollick, in order to provide an alternative to auction-based pricing, and thereby attract users desiring fixed-pricing as a customer service.

6. **Claims 14-17 and 37-40 are rejected under 35 USC 103(a) as being unpatentable over Well Fargo (Paper #20041209, PTO-892, Item: U) in view of M2P (Paper #20051206, PTO-892, Item: U).**

Wells Fargo teaches a multi-currency e-commerce storefront for commerce sites hosting one site or multiple sites (U: see at least page 2). Wells Fargo further teaches:

- Determining a listing currency of an offering that is presented for sale: price for each item is listed in the local currency rather than in U.S. dollars; displaying item purchase prices in native currency so that international customers no longer have to purchase a product in U.S. dollars (please note examiner's interpretation: listing currency is determined in U.S. dollars). (U: see at least page 2).
- Converting the listing currency into a native currency: price for each item is listed in the local currency rather than in U.S. dollars; settlement with e-commerce site is in U.S. dollars based on the established exchange rate for that day (please note examiner's interpretation: listing is converted to local currency based on established exchange rate) (U: see at least page 2).
- Means for determining and displaying: The reference inherently discloses the structure that permits determining means, generating means, and displaying means; electronic commerce site connected to user over the Internet using the World Wide Web (V: see pages 1-3).

Wells Fargo teaches all the above as noted under the 103(a) rejection and teaches a) listing items for sale in native currency, b) applying an established exchange rate to perform conversions in US dollars to/from local currencies, and further teaches international customers no longer having to purchase a product in U.S. dollars (please note examiner's interpretation: once was listed in U.S. dollars), but does not disclose displaying the listing currency in conjunction with the native currency. M2P teaches Hewlett Packard's launching an electronic commerce site that allows online customers to select and buy products in local currency and in Euros from a list of five local resellers. Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the method of Yahoo! to list currency in conjunction with a native currency for the user as taught by M2P, in order to provide a shopping convenience, and thereby attract native users to a region-specific service.

Pertaining to system Claims 37-40

Rejection of Claims 37-40 is based on the same rationale as noted above.

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the mailing date of this final action.

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

- Yahoo!: Internet Archive Wayback Machine, www.archive.org; www.yahoo.com, 03 October 1999, 1pg; teaches regional sites in native language.
- Business Wire; "New eBay-like auction software released," Business Wire, 17 March 1999, 2pgs; teaches multi-lingual sites and buyers/sellers communicating in own tongue within a multi-cultural bazaar.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Robert M. Pond whose telephone number is 571-272-6760. The examiner can normally be reached on 8:30AM-5:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Mr. Mark Fadok can be reached on 571-272-6755. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Robert M. Pond
Primary Examiner
June 26, 2006